

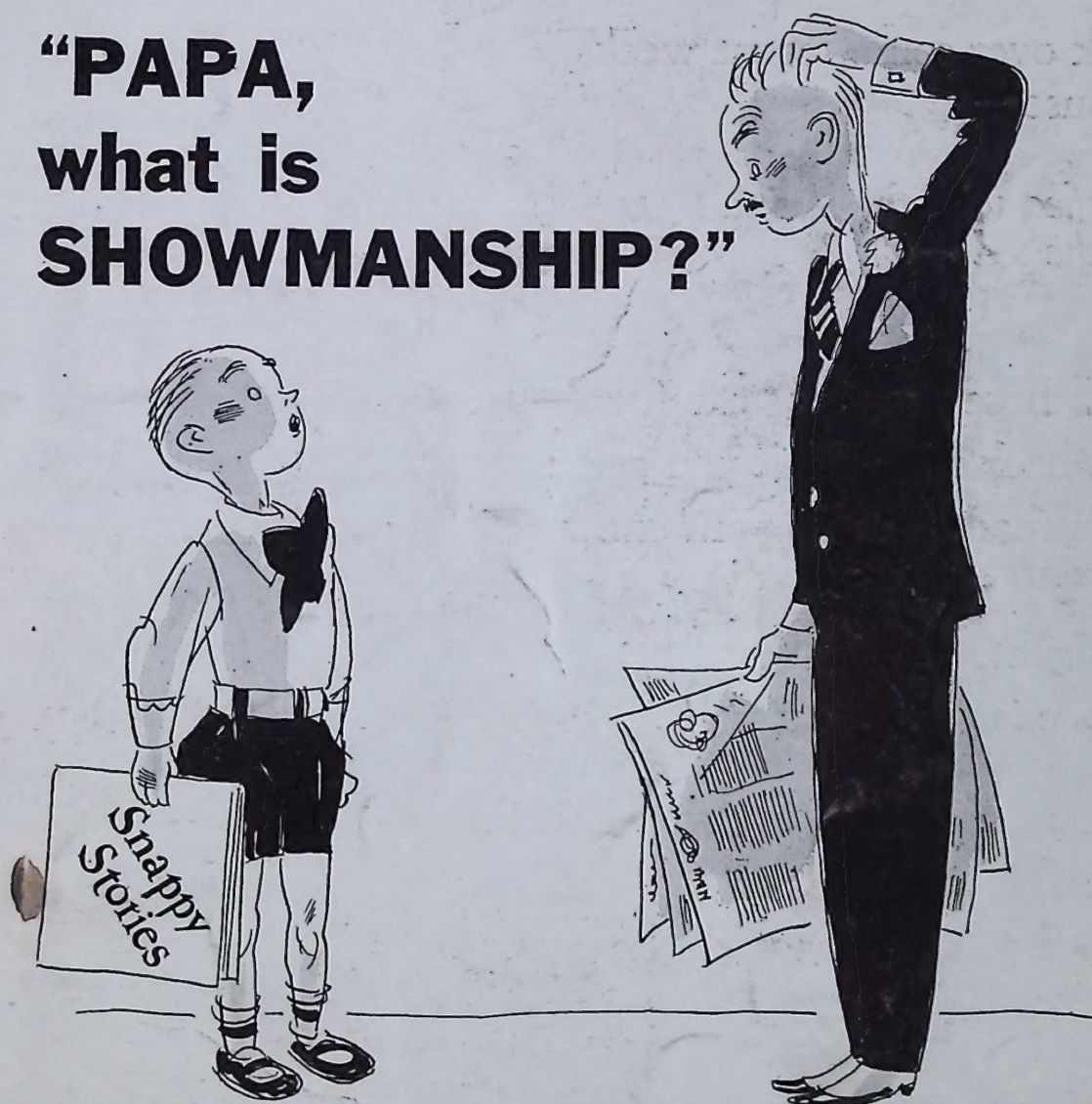
CANADIAN MOVING PICTURE DIGEST

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TORONTO 2, CANADA

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**"PAPA,
what is
SHOWMANSHIP?"**



If you tell him it's hanging out a banner, you're crazy!

(Turn here, please and see!)

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259 SPADINA AVENUE, TORONTO 2

SHOWMANSHIP starts

On the Screen

INSIDE YOUR THEATRE!

Try this test:

LOOK back over some recent weeks
AT your house—

Are you satisfied with the business you did? If you were in the red—why? If you only broke even—why?

EXAMINE those programs carefully—
LOOKING back now don't you agree
THAT if you had built up your show
WITH carefully planned
SHORT subjects—

You could have improved business!

WE know you could have improved business—
WE have seen it happen in
HUNDREDS of theatres, with the
USE OF M-G-M SHORTS—

*Let's start our showmanship on the screen
and hang out banners afterwards!*

Metro-Goldwyn-Mayer has what you need:

HAL ROACH M-G-M COMEDIES: ZASU PITTS—THELMA TODD (8); BOY FRIENDS (8); "OUR GANG" (8); CHARLIE CHASE (8); LAUREL-HARDY (8); DOGVILLE COMEDIES (3); FITZPATRICK TRAVELTALKS (13); HARRY LAUDER (4); FLIP THE FROG (12); SPORT CHAMPIONS (12); FISHERMAN'S PARADISE (6); HEARST METROTONE NEWS (104).